



AFRO - GOSPEL WORSHIP



## Electronic Press Kit

MARCH 2026 · DAR ES SALAAM, TANZANIA

# Grace Of Africa

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Grace Of Africa is an Afro-Gospel worship project creating music for peace, comfort and faith. Rooted in African gospel traditions and shaped by contemporary worship, the music blends intimate vocals, choir harmonies, and African rhythms. Songs are written in both Swahili and English, with English as the primary language.

The project is created using AI-assisted vocals and production, guided by human songwriting, creative direction, and intention. Grace Of Africa is independent and self-managed, releasing music regularly from Dar es Salaam, Tanzania.

Launched in October 2025, the project has grown to over 7.2 million Spotify streams, 415,000 monthly listeners, and a presence in 158 countries in just five months.

Afro-Gospel

Worship

Christian & Gospel

## SOUND

African rhythms, intimate vocals, choir harmonies, contemporary worship production

## MUSICAL INFLUENCES

Grace Idowu, Hillsong Worship, Moses Bliss

# The Story

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*Create worship music rooted in African tradition that could reach anyone, anywhere.*

Grace Of Africa was born from a career spent inside the East African music industry. The project's founder, originally from Norway, spent years based in Dar es Salaam, Tanzania, producing and co-writing for some of the country's biggest artists. These collaborations generated over 100 million streams and built deep knowledge of African music, audiences, and what makes a song connect across cultures.

In 2025, the decision was made to channel that expertise into something with lasting spiritual and cultural purpose. Grace Of Africa launched in October 2025 with a simple premise: create worship music rooted in African tradition that could reach anyone, anywhere.

Within five months, the music had been streamed over 8.1 million times across five platforms, reached 158 countries, and built a devoted listener base of 415,000 monthly fans who return to the music again and again. Two songs, "Under Your Wings" and "Restore My Soul," have each crossed one million Spotify streams.

# 5 Months Since Launch

Spotify metrics as of March 21, 2026

**7.2M+**  
SPOTIFY STREAMS

**415K**  
MONTHLY LISTENERS

**158**  
COUNTRIES

**158K**  
SAVES

**156K**  
PLAYLIST ADDS

**14K**  
FOLLOWERS

PLATFORM	STREAMS / VIEWS	NOTABLE
YouTube	354,600 views	82.9% avg retention . 1.6K subs
Apple Music	133,900 plays	10,600 Shazams . 53 radio spins . 81 purchases
Audiomack	239,000 plays	Added to Trending
Boomplay	152,000 streams	9+ African countries

17 songs released to date

# Catalogue

SONG	SPOTIFY STREAMS	RELEASED
Under Your Wings <span>1M+</span>	1,597,128	Nov 18, 2025
Restore My Soul <span>1M+</span>	1,393,380	Nov 28, 2025
You Are With Me	943,404	Oct 22, 2025
At Your Feet	551,723	Dec 9, 2025
You'll Never Change	304,116	Oct 22, 2025
With Joy	418,933	Jan 20, 2026
Don't Let Me Go	310,917	Oct 31, 2025
I Am Safe	301,614	Jan 9, 2026
Asante (Thank You)	298,832	Dec 30, 2025
You Are The One	272,794	Dec 19, 2025
Wewe Ni Nguvu Yangu	198,408	Nov 7, 2025
I Will Trust in You	178,076	Oct 22, 2025
Into Your Arms	147,527	Feb 6, 2026
Give Me Peace	78,651	Feb 20, 2026
Holy	63,862	Mar 6, 2026
Stay With Me Tonight	.	Mar 20, 2026

# Who's Listening

## DEMOGRAPHICS

Gender (Spotify) **56% F · 41% M**

Gender (YouTube) **62% Female**

Core Age **25-34 (42%)**

Age 35-44 **22%**

Age 18-24 **19%**

## ENGAGEMENT

Streams / Active Listener **21.3**

YouTube Retention **82.9%**

Saves **158,000**

Shazams **10,600+**

Playlist Adds **156,000**

## TOP MARKETS

1 **Nigeria** 93,667 21.8%

2 **United States** 69,258 23.1%

3 **South Africa** 41,767 16.0%

4 **United Kingdom** 27,603 26.9%

5 **Kenya** 13,631 24.7%

6 **Canada** 14,541 24.8%

7 **Germany** 11,561 26.1%

8 **Netherlands** 11,693 30.2%

9 **Ghana** 8,750 23.0%

10 **Australia** 9,619 30.2%

Listeners shown · Active rate = % of listeners who actively return

# Editorial & Notable

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**Apple Music** — Featured on **New Music Daily**, the platform's flagship editorial playlist

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**Spotify** — Featured on **Viral 50 Nigeria** and **Viral 50 South Africa** editorial playlists

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**Audiomack** — Added to Trending across West and East Africa

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**Apple Music Radio** · 53 radio spins tracked, with *With Joy* receiving 18 spins in its first 5 weeks

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10,600+ Shazam identifications worldwide, led by Nigeria (3,291), indicating offline discovery in churches and public spaces

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**Jurrien Timber** (Arsenal FC, 1.4M Instagram followers) used "Under Your Wings" in an Instagram post

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**Kevin Olusola** (Pentatonix, Grammy-winning artist, 488K YouTube subscribers) subscribed to the channel

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158,000 saves and featured on 158,000 independent and user-curated playlists on Spotify

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**Boomplay** · Featured on Daily 100 Christian & Gospel (17,100 followers) and Daily 100 United Kingdom

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# Brand Identity

Grace Of Africa is a faceless brand with no artist face. The visual identity communicates the music's spirit: sacred, warm, African.



PRIMARY LOGO



ICON ONLY

## COLOUR PALETTE



SAND



STONE



MATTE



EARTH



DARK



CREAM

## VISUAL LANGUAGE

African savanna landscapes

Acacia trees & golden grasslands

Natural golden hour light

Textured surfaces

Sacred interior spaces

No people or faces

## TYPOGRAPHY

Serif for titles · Sans-serif for body

# Links & Contact

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**SPOTIFY**

[open.spotify.com/artist/3LcigbJxYDajEKwdz1BAdf](https://open.spotify.com/artist/3LcigbJxYDajEKwdz1BAdf)

**APPLE MUSIC**

[music.apple.com/us/artist/grace-of-africa](https://music.apple.com/us/artist/grace-of-africa)

**YOUTUBE**

[@graceofafricamusic](https://www.youtube.com/@graceofafricamusic)

**BOOMPLAY**

[boomplay.com/artists/118334471](https://boomplay.com/artists/118334471)

**AUDIOMACK**

[@graceofafrica](https://www.audiomack.com/@graceofafrica)

**INSTAGRAM**

[@graceofafrica](https://www.instagram.com/graceofafrica)

**LINKTREE**

[linktr.ee/graceofafrica](https://linktr.ee/graceofafrica)

**BUSINESS ENQUIRIES**

[ryghseter@gmail.com](mailto:ryghseter@gmail.com)

High-resolution artwork, logos, and brand assets available on request.

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